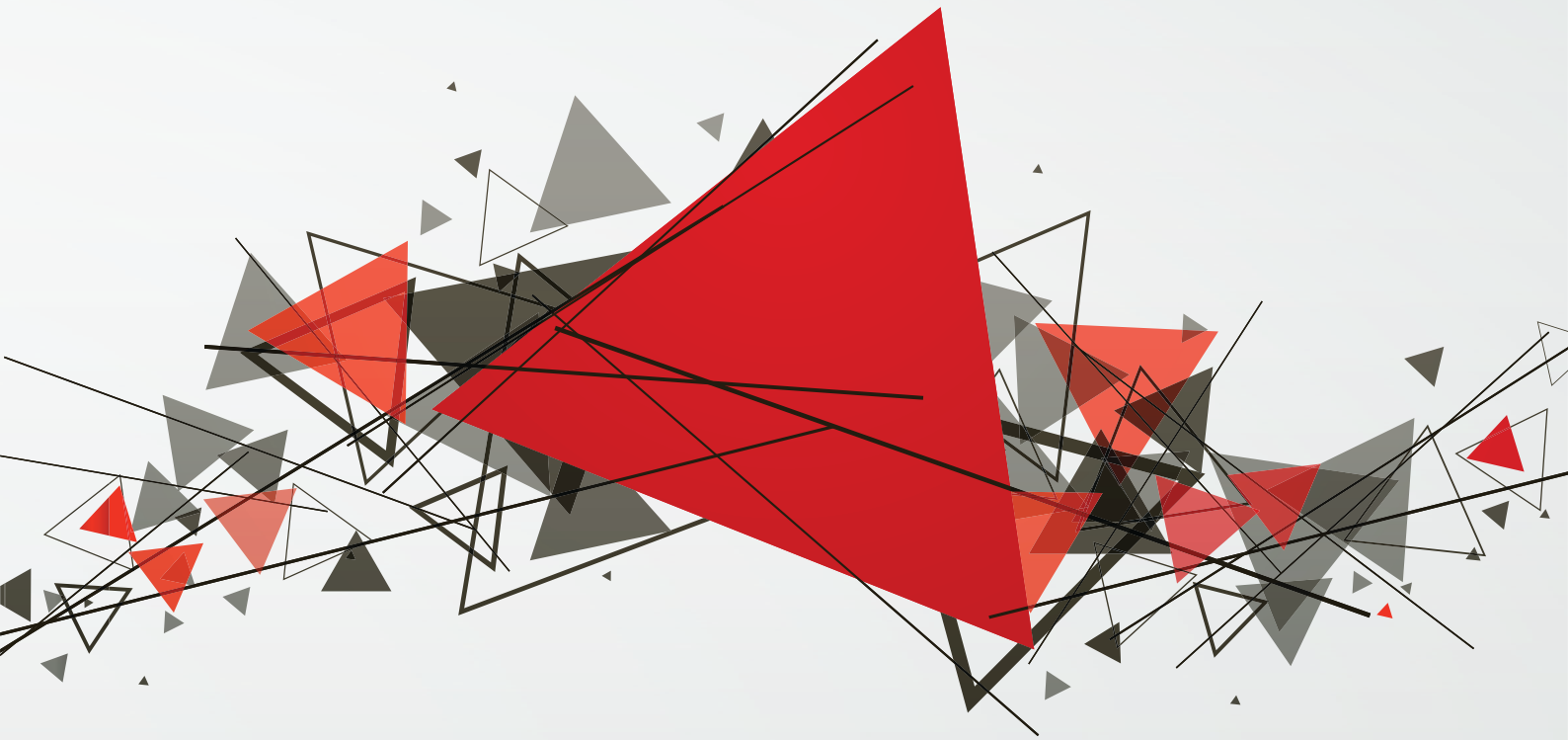


The

Sales Funnel

Starter Kit



5 SURPRISINGLY **S**IMPLE **S**TEPS
TO A **S**UCCESSFUL **F**UNNEL

www.mariarana.com



Foreword



If a test tube of blood is left to stand for half an hour, the blood of an entrepreneur separates into three layers...

Hunger.

Eagerness.

Excitement.

The endless possibilities of starting an online business, the ceaseless excitement of putting things into action, the guilty pleasure of making sales online...

You know the blood that runs through our veins?

The average human adult has more than 5 liters (6 quarts) of blood in his or her body. However, entrepreneurs and small business owners carry double (even triple) the amount of blood when they see the traction they want to have in their businesses and the blood shrinks to half (even less) when things don't go as planned.

Every time you cut & paste your well-rehearsed pitch in a social thread and see 10s of other similar offers, every time you shake in your pants when closing a sale at the end of a 'Free Session', every time a prospect try to bow you out, without buying...

The three layers of your blood start withering.

A million different ugly little self-doubts start floating around in each cell of your body.

And you feel depleted. Defeated even.

It happens. With me. With you. With every entrepreneur who has the guts to take entrepreneurial bull by the horn and tell it what for!

But one thing is absolutely take-to-the-bank factual: If you build your business on a solid-ground, with a sturdy base and robust principles, those sweaty palms, dry throat, shaky legs? Nope. No chance. You feel clear, confident and in absolute control of what you can create, things you can change, and the difference you can make.

And that's what Sales Funnels are all about.

Getting control of the way you put yourself out there and the way you make money in your business.

Today, I'm gonna take you on a simple, non-bumpy, and extremely beneficial ride where you'll see how you can build your tribe with the same vibe as yours, get your message out in the world, and handsomely get paid for it...just by being strategic about this whole sales process.

A FAIR WARNING BEFORE WE PROCCED: Sales Funnels are no dark art or alohomora (Yup! I've read Harry Potter a million times). It's as complicated & simple as you make it! Unless you put your ass in gear and take action, no knowledge, strategy or approach in the world can bring you simple, easy & fun sales.

So please continue, if you really wanna apply what you learn, otherwise you can go watch Game of Thrones or whatever your latest Netflix obsession happens to be!

From One Entrepreneurial Soul to Another.

What's a Funnel?

A Funnel or Sales Funnel is a process that takes your readers on an adventurous journey and filters them into buyers and non-buyers at various points after they first come into contact with your brand.

This super fun journey comprises of 3 C's.

- ✓ Creation
- ✓ Connection
- ✓ Conversion

And with that comes your dancing Ca-Ching.

In this Starter Kit, I'm gonna debunk the myth of creating a Sales Funnel (Yup! It doesn't have to be hard) and make it easy-peasy for you to create your first 5-Day Connection + Conversion Sequence. You can use this sequence to build connection, establish yourself as an expert & sell your evergreen product to people who sign up for your list. Just set it once and see the cash rolling in for the rest of your life.

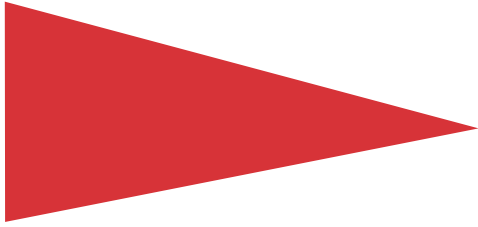
Once you get the hang of it, you can further create multiple funnels in your business to ensure that each set of audience on your list is well-attended and catered to. Because truth be told, not everyone on your list is at the same stage. They are all at various points in their journeys; thinkers, go-getters, skeptics, beginners, and people who need your advance tactics.

You'll then be able to write rest of the sequences, such as:

- High-Ticket Sales Sequence
- Product Launch Sequence
- Webinar Sequence
- Flash-Sale Sequence

Super cool, right?

So without further ado, here's the simplest of simple process for you to build a funnel so amazing that your website visitors, lurkers, consumers can't help but swoon over your brand, your messaging and your offerings.



Step # 1:

Ideal Client Clarity

People come to me and want me to write them profit-pulling emails ASAP because that's where the money + magic lies...in strategically written copy that can persuade anyone, anytime, anywhere, right?

WRONG.

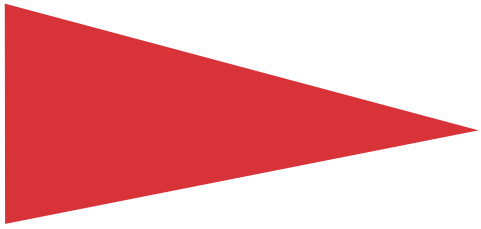
Yes! Being a person who makes a living writing...saying a BIG FAT NO to the above concept needed some nerve, but that's the ultimate truth.

No amount of benefits vs features, compelling subject lines, storytelling techniques would work if your reader doesn't need your stuff. So the sales funnel process begins with:

THE IDEAL CLIENT CLARITY.

Ask yourself these questions:

- ✓ Who are you? What's your story?
- ✓ Who do you want to work with?
- ✓ What kind of problem your ideal client is going through right now?
- ✓ How can you create a point of connection between your story and theirs?
- ✓ Ultimately, what kind of solution do you have for your ideal client and how your solution is different than the rest of them?



Step # 2: Create a Freebie

Freebies are the hot shit these days.

Lead magnet. Opt-in Bribe. Virtual Present.

...whatever you call them, this is the thing that reels your visitors in and turns them first into readers, admirers and then clients.

Give out your best stuff for free and see people clamoring for your paid stuff.

However, here's the thing.

Apparently, the sales funnel process starts with the freebie (your lead magnet for list building) but the reality is quite opposite. Phew!

Behind the scenes, the process begins with your FINAL offer. Be it a self-study course, a group program, an e-book, a membership site or your One-on-One high end service. You first need to decide what you ultimately want to sell, then take a step back and look at the FIRST KEY STEP in the process that can help your ideal clients.

Make that very first step your freebie.

Because you can't offer something as your freebie that's not in alignment with your final product/service. Irrelevant freebie would score irrelevant results. Your audience needs to take the first (free) bite in order to buy the whole pizza.

Make sense?

Cool. Now onto the next actionable step.



Step # 3: Opt -in Page

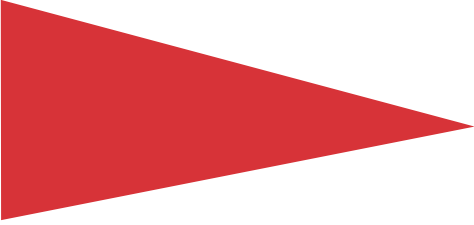
Opt-in page or Landing page is like the front-end of your virtual shop. It should have an eye-catching, heart-throbbing appeal. And in order to do that, write and design your page with the following in mind.

- One page.
- One message.
- One goal.

No fancy shit or distractions. Tell them who they're (so they can instantly connect), what they're getting (for free) as a solution and the difference it'll make in their lives (Yes, you guessed it right! The benefits).

Invite them to take action, to sign up and be your guest.

And they will.



Step # 4:

Setup Email Service Provider

Psssstttt... You need an Email Service Provider to do any of this stuff; to build your list, share your freebie, send emails and of course, sell your stuff eventually.

Sound obvious, right?

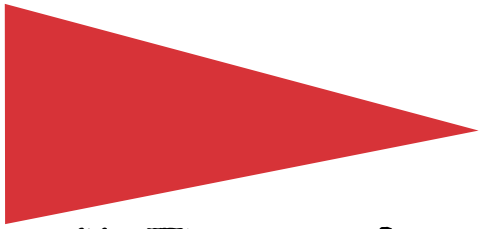
Right.

The point here to make the funnel-building process as hassle-free and simple as possible. So if you aren't using an email service provider yet or maybe you've been losing your will to build a sales funnel jusst because the technical aspect of things scare the shit outta you (totally been there), then I'd recommend choosing ConvertKit as your Email Service Provider.

I can't emphasize enough how ConvertKit makes this whole process extremely time-saving and painlessly simple. And the best part? If you choose to use it, you can get your questions answered and enjoy ALL sort of related technical help for free in my group Firecracking Brands Camp.

Click the following link to sign up with ConvertKit through my affiliate link and get your own account in no time!

<http://mariarana.com/convertkit>



Step # 5:

5-Day Connection + Conversion Sequence

Do you know the difference between a sales generating business and a business that brings nothing but severe headaches?

After working with hundreds of entrepreneurs and writing numerous cash-creating sales funnels, I found that the difference lies in what happens AFTER your visitor signs up for your free offer. You can either leave them to rot in your virtual corner or you can connect with them on a more personal level, nurture them, and sell them something that they need.

So if you want to build and scale your online business, this 5-Day Email Sequence is something you have to have in place.

I'm gonna break this sequence down for you, so you can easily digest the process and implement it right away!

Email 1: Welcome & Thank you Email

Once your visitor turns into a subscriber, the first email you're going to send will:

- Welcome them and tell them how excited you're to have them in your corner of the virtual world
- Share the link to your freebie
- Thank them for trusting you with their time, space & energy
- Inspire them to take action (this is super important to keep your list active). You can inspire them to hit reply and introduce themselves because those people aren't just a number for you. You personally wanna know them!

Keep it short & sweet!

Email 2: Reassurance

The purpose of your second email is to:

- Remind them WHY they signed up for your freebie (The problem)
- Ask them if they got a chance to go through your freebie? If yes, how was it? If not, share the link again
- Reassure them that if they've any questions, you're there to personally answer their questions
- Invite them to hang out with you on social media

Email 3: Connection

The first point of connection is your freebie. Now that you've hooked the right person with the right free offer, you need to connect with them on a more intimate level. At this point, your ideal client is dwindling somewhere between... "YES! This stuff is great. I like the value I just got. But who is this person after all? What makes her credible enough to offer this to me? Why is she doing what she's doing?"

So now is your time to:

- Share your story- The good. The bad. The ugly
- The connection between YOUR journey and theirs
- The WHY behind your brand
- The amazing stuff you're doing and why you believe they need to be a part of it
- Build anticipation for your up & coming offer

This email alone makes a whole lot of difference in a Sales Funnel. It's

strong. Vulnerable. Intense. This is where your ideal clients tie an emotional knot with you & your brand.

Email 4: Expert Status

Now that you've shared your story and they know & like you, you need to build your expert status (once again) by providing massive free value. One of my favorite ways to do it is by busting an industry myth.

You can:

- Talk about the mistakes you made (ideally, your ideal clients are making the same mistakes at this point)
- Why you made those blunders
- How you then took a road less travelled- The big revelation
- The solution and its unique benefits
- Pitch your offer (Preferably, a low priced offer if it's your first funnel)

Alternatively, you can talk about some of the biggest mistakes people are making when it comes to the problem X and WHY you think it's wrong. Then present your unique solution; The Offer.

Email 5: Credibility + Scarcity

This last email in your 5-Day Sequence is like the most precious jewel in your royal crown. Your reader, by now, knows, likes & trusts you. You can turbocharge your credibility by:

- Sharing a Case Study with them; a client success story
- Or pitch your offer again and show them social proof; Testimonials
- Inspire them to take prompt action by creating a real sense of scarcity. You can do that by keeping the number of copies/spots limited, offer a limited time discount, or share a special link that would expire in X

amount of time

- Encourage them to write back to you if they've any questions or concerns

Conclusion:

The creation of your freebie helps in building the connection with your audience, which in return propels conversion and brings in cha-ching. How cool is that!

The key to making this sequence work is that you have to keep your reader hooked with your copy. Make it Clear, Concise & Compelling + add total YOUness to it (a bit of wit and whole lotta personality!).

Now that you have one deliberately engineered funnel in place, you can create multiple funnels for your buyers (clients who purchased your first offer will most likely buy again) and non-buyers (people who didn't buy, neither did they unsubscribe).

Remember, concrete results demand concrete strategy AND persistence. As I mentioned it in the Foreword as well, crafting a sales funnel is not a dark art. You just need to be smart about how you lead your subscriber from one point to another. The magic lies in taking consistent action and measuring what works for your brand and what not!

Therefore, I urge you to take action and be steel-beam-strong, persistent & determined.

To your increased connection, conversion & sales online!

About The Writer

Hi! I'm Maria.

I'm a Copywriter & Sales Funnel Strategist over at mariarana.com and the host of The Woman Unchained.

When I'm not writing highly persuasive and swoon worthy sales copy for my amazing One-on-One clients, I love helping up & coming entrepreneurs get unstuck by using insanely simple marketing strategies, and make their first or next sales online.

I've written several dozen Sales Funnels in the last 6 months alone. Testing subject lines, playing with email openers, crafting email storylines, exploring action-producing strategies, I've done it all. Still do. On a regular basis.

Wanna go on this super fun & highly creative ride with me?

Join **The Woman Unchained**, my close to the heart Facebook Community for all the Visionaries, Dreamers and the World-Changers. I'll share with you whatever I learn about writing persuasive copy, streamlining the sales process, and getting things done- the right way.

Oh and Inspiration. A whole lot of it!

Drop by <http://fb.com/groups/thewomanunchained> and say Hi!

I'm waiting.

Seriously.